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# Message Text

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11
ACTION EB-11

INFO OCT-01 ARA-16 ISO-00 TRSE-00 COME-00 CIAE-00 INR-10

NSAE-00 RSC-01 TAR-02 STR-08 DRC-01 /050 W
---------- 011949
R 222213Z FEB 74
FM AMEMBASSY MEXICO
TO SECSTATE WASHDC 288

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E.O. 11652: N/A
TAGS: EIND, MX
SUBJECT: BOURBON/TEQUILA AGREEMENT

REF: MEXICO 418, 1/17

1. GOM HAS STILL NOT PUBLISHED BOURBON DECREE IN DIARIO OFICIAL. ACCORDING TO LARRANAGA, WHO WAS RECENTLY PROMOTED TO DIRECTOR GENERAL OF STANDARDS VICE ALCALA, PUBLICATION OF THE DECREE AND EFFECTIVE DATE HINGE ONLY ON TIME REQUIRED BY MANUFACTURERS OF "BOURBON WHISKY" IN CIUDAD JUAREZ TO HAVE NEW LABELS PRINTED ELIMINATING THE WORD "BOURBON". THIS IS SAME EXCUSE FOR DELAY OFFERED BY GOM MORE THAN ONE MONTH AGO. LARRANAGA INTIMATES THAT DECREE MAY BE ISSUED NEXT WEEK EFFECTIVE IMMEDIATELY UPON PUBLICATION, BUT IS UNABLE TO GIVE FIRM ASSURANCE.

2. EMBASSY HAS MAINTAINED FREQUENT CONTACT WITH LARRANAGA ON THIS SUBJECT. HE INDICATES THAT ON INSTRUCTION OF INDUSTRY AND COMMERCE SECRETARY CAMPILLO SAINZ, HE CANNOT GO AHEAD ON DECREE UNTIL GIVEN GREEN LIGHT BY JUAREZ MAN-UFACTURERS.

3. THE DEPARTMENT MAY WISH TO RAISE THE DELAY IN ISSUANCE MEXICAN DECREE WITH MEXICAN AMBASSADOR DE OLLOQUI. IT COULD BE POINTED OUT THAT THERE WAS UNWRITTEN UNDERSTANDING THAT US AND MEXICAN ACTIONS WOULD COINCIDE. MOREOVER, GOM GIVEN
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MORE THAN ADEQUATE LEAD TIME TO ACCOMPLISH ITS PART OF AGREEMENT.

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MEXICAN STALLING AT THIS LATE STAGE UNJUSTIFIABLE. PERHAPS
SOME DISCREET PRODDING AT WASHINGTON, SUPPLEMENTING CONTINUED
EMBASSY PRESSURE HERE, MAY HASTEN FORWARD MOVEMENT.
JOVA

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# Message Attributes

**Automatic Decaptioning:** X
**Capture Date:** 01 JAN 1994
**Channel Indicators:** n/a
**Current Classification:** UNCLASSIFIED
**Concepts:** LAW, LABELING, DISTILLERIES, ALCOHOLIC BEVERAGES, BOURBON WHISKEY
**Control Number:** n/a
**Copy:** SINGLE
**Draft Date:** 22 FEB 1974
**Decaption Date:** 01 JAN 1960
**Decaption Note:**
**Disposition Action:** RELEASED
**Disposition Approved on Date:**
**Disposition Authority:** MorefiRH
**Disposition Case Number:** n/a
**Disposition Comment:** 25 YEAR REVIEW
**Disposition Date:** 28 MAY 2004
**Disposition Event:**
**Disposition History:** n/a
**Disposition Reason:**
**Disposition Remarks:**
**Document Number:** 1974MEXICO01584
**Document Source:** CORE
**Document Unique ID:** 00
**Drafter:** n/a
**Enclosure:** n/a
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**Errors:** N/A
**Film Number:** n/a
**From:** MEXICO
**Handling Restrictions:** n/a
**Image Path:**
**ISecure:** 1
**Legacy Key:** link1974/newtext/t19740216/aaaaaolg.tel
**Line Count:** 65
**Locator:** TEXT ON-LINE
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**Original Classification:** LIMITED OFFICIAL USE
**Original Handling Restrictions:** n/a
**Original Previous Classification:** n/a
**Original Previous Handling Restrictions:** n/a
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**Previous Classification:** LIMITED OFFICIAL USE
**Previous Handling Restrictions:** n/a
**Reference:** MEXICO 418, 1/17
**Review Action:** RELEASED, APPROVED
**Review Authority:** MorefiRH
**Review Comment:** n/a
**Review Content Flags:**
**Review Date:** 17 SEP 2002
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**Review Referrals:** n/a
**Review Release Date:** n/a
**Review Release Event:** n/a
**Review Transfer Date:**
**Review Withdrawn Fields:** n/a
**Secure:** OPEN
**Status:** NATIVE
**Subject:** BOURBON/TEQUILA AGREEMENT
**TAGS:** EIND, MX
**To:** STATE
**Type:** TE
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